



For More Information:

Julia Carpenter
503.221.2383
carpentj@fleishman.com

WHITE HORSE ANNOUNCES SEVEN NEW INTERACTIVE ACCOUNTS

Fast-Growing, Woman-Owned Interactive Agency Expands with Addition of National Consumer, Healthcare, and Professional Services Clients

Portland, Ore—June 15, 2006—White Horse, the largest privately held, woman-owned interactive marketing firm in the Northwest, today announced the addition of seven new clients, including several professional services, consumer products, and healthcare businesses. The new clients include: Pacific Interpreters; David Evans and Associates; Kaufmanns' Streamborn; PPM Energy in Portland, Ore.; PacificSource Health Plans in Springfield, Ore.; Sargent & Lundy in Chicago, Ill.; and Protection One in Lawrence, Kan.

White Horse's new Web site design clients include Pacific Interpreters, a national provider of language interpreting services; engineering and architectural design firms; Sargent & Lundy and David Evans and Associates; and Kaufmanns' Streamborn, a manufacturer and retailer of fly fishing products.

PacificSource Health Plans, a not-for-profit health insurance firm, has hired White Horse for strategic planning and user research.

Protection One, one of the nation's leading providers of monitored alarm systems, has tapped White Horse for redesigns of its corporate Web site, as well as two other product sites. In addition, White Horse has created an online marketing campaign and media plan for Protection One's P1 wireless monitoring services, and will create an interactive application for its consumer Web site.

PPM Energy, a developer and operator of cogeneration power plants and wind farms, has engaged White Horse for ongoing marketing, usability, and technical consultation.

- More -

White Horse New Clients Release

Page 2

“Thanks in large part to our ability to provide strategic guidance to our clients for their Web initiatives, White Horse has grown steadily in the past five years. We now serve five times as many clients as we did in 2000,” said Jennifer Modarelli-DeVoe, White Horse principal and CEO. “Our new clients are great additions to our stand-out portfolio, and we are extremely excited to help them achieve their online business objectives.”

About White Horse

Founded in 1980, White Horse is a privately held, woman-owned interactive agency with offices in Portland, Ore. and Chicago, Ill. White Horse’s client roster includes global, national, and regional clients such as Microsoft Corporation, Cisco Systems, Celestial Seasonings, Nautilus Inc., University of Pittsburgh Medical Center, and Countrywide Financial. For more information, visit www.whitehorse.com or call 1-877-471-4200.

###